



RISING SUN FOOD DRIVE FOUNDATION INAUGURAL REPORT

2020-2022





Vision

For all people to live in a world that is free from hunger and poverty.

Mission

To combat hunger and poverty by providing food and basic supplies to those who are in need.

Values

- Honesty
- Integrity
- Transparency
- Safety
- Equity
- Environmental Responsibility

About Us

Based in Scarborough, the Rising Sun Food Drive Foundation (RSFDF) provides practical solutions to relieve food insecurity through several established programs. Our programs are fulfilled and only possible through our strong community of volunteers and network of food banks. We serve as the connection between food banks and donors to support persons of low income. Our valuable programs generate food revenue and funds to supply food and other essential supplies.

Executive Summary

This report captures the affairs of Rising Sun Food Drive Foundation (RSFDF) from June 20, 2020, to February 28, 2022. Building on the impactful work of its predecessor, Scarborough Rosewood Food Drive (SRFD),¹ RSFDF became a registered charity in June 2020 and spent the latter half of the year further aligning its activities, policies, and procedures to ensure compliance with charity law while implementing governance practices that define the charity sector.

In 2021, in the midst of the Covid-19 pandemic² that gripped the world and that contributed to an increase in food bank usage across Canada, RSFDF set out to procure food and basic supplies to support local food banks and similar organizations across Scarborough, Ontario.

Between 2020 and 2021, food bank usage in Toronto, inclusive of Scarborough, increased over the previous year's data, and by mid-2021, food bank visits exceeded 1.3 million with Scarborough food banks accounting for 430 396³ of the total number of visits. Simultaneously, rising inflation rates, in combination with historical economic challenges,⁴ further diminished economic resilience across the region.

In our efforts to meet these increased and increasing demands, RSFDF

- administered door-to-door food drives across Scarborough
- made an agreement with Datta Food Manufactory (DFM) to rescue surplus food
- secured food donations from GlobalMedic – qualified donee
- developed a Food Donation Box initiative to support schools, corporations, and residents that hosted food drives
- facilitated community organizations and community leaders in the execution of their community food drives
- secured food donations from corporate donors
- purchased healthy food items for food banks

In total, door-to-door activities reached 20,000 plus homes across Scarborough and procured over 17,500 lbs in food donations. Working with DFM, we procured over 8,500 lbs of rescued food and secured more than 5,000 lbs of food from GlobalMedic. Our Food Donation Box initiative collected over 2,500 lbs of food and working with community leaders on community food drives, we secured in excess of 2,000 lbs of food. Through our engagement with corporate donors, RSFDF acquired over 800 lbs of food and separately was able to purchase more than 400 lbs of food. Overall, we procured in excess of 37,000 lbs of food (over 32,000 meals) that was shipped to 14 food banks across Scarborough.

1. Visit, scarboroughrosewoodfd.wordpress.com

2. The World Health Organization declared a Covid-19 global pandemic on March 11, 2020

3. See Daily Bread Food Bank, North York Harvest Food Bank, Who's Hungry 2021

4. Some historic and current challenges that diminish economic resiliency include low compensation rates from the Ontario Disability Support Program and Ontario Works.

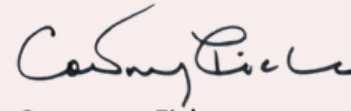
Executive Summary - Cont.

Food security projections for 2022 – 2023 remain dire as historical economic challenges may see only moderate changes and as inflation continues to push access to food further and further out of the reach of more and more people. In an effort to meet these challenges, we have set the following four goals for 2022 – 2023.

- increase food procurement by expanding our door-to-door and our FDB initiatives
- enhance resource development capacity
- develop advocacy policies that shape and inform our engagement with all levels of government
- build and consolidate administrative capacity

Rising Sun Food Drive Foundation is administered by a volunteer working board. We acknowledge the efforts of the team that worked to secure our charitable designation. Further, we thank the board of directors, drivers, shipping administrators, informal consultants, and door-to-door canvassers that continue to serve our urgent mission. We thank the countless individuals and organizations that make all of our food procurement initiatives successful. To our donors, thank you; your support allows us to make good ideas operational. To the food banks that we serve and to the organizations that conduct research on issues of hunger and poverty and that provide reliable data that inform our practices, thank you. To the authors of this report, Ismaeel Mohamed and Joyce Liang, and to the board of directors and consultants that supported them, your efforts and your disciplined scholarship are appreciated.

Finally, 2022 – 2023 will bring increased demands on food banks. However, as was the case during the most challenging moments of the Covid-19 pandemic, we are confident that more individuals and more organizations will provide additional support for those who are experiencing increased food insecurity.



Courtney Fisher



**Courtney Fisher,
Board Chair**



**Ismaeel Mohamed,
Marketing Director**



**Joyce Liang,
Treasurer**

The Problem



Pre-Pandemic versus Now

In June 2021, Daily Bread Food Bank's Visits (in the GTA)

82% ▲

higher than the average in 2019

See Toronto Vital Sign's Report 2021

New Clients Experiencing Food Insecurity in the GTA

61% ▲

Reported by Daily Bread Food Bank Who's Hungry Report 2021

Rising Costs across Canada

Inflation

8.1% ▲

June 2022 Year-over-Year

Reported by Statistics Canada - Consumer Price Index

Food Inflation

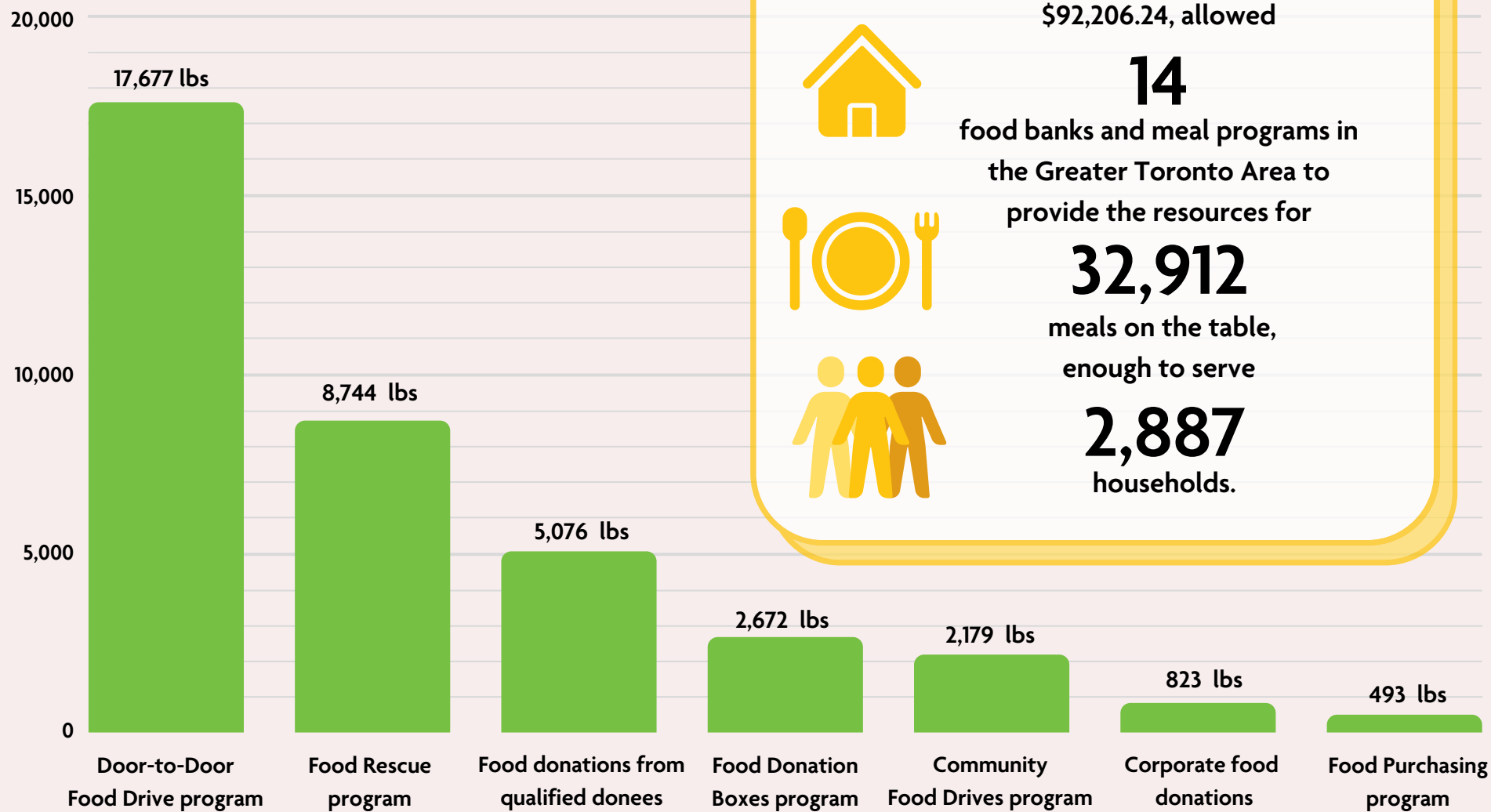
9.7% ▲

April 2022 Year-Over-Year

Reported by Statistics Canada - Consumer Price Index

The numbers highlight the seriousness of food insecurity and the poverty situation in the Greater Toronto Area. With rising costs across the nation, and less disposable income to satisfy basic needs, it is crucial to focus on implementing solutions to provide relief to residents of low income.

Our Opening Years in Review...



Food (lbs) collected by source

Community Engagement

Door-to-Door Food Drive

Typically, the operations involve mobilizing volunteers to knock door-to-door to collect food and monetary donations. Our seasonal canvassing of food spans from April to May and September to October.

RSFDF notifies the donors in the neighbourhood about an upcoming collection of food and monetary donations. This is efficiently completed by volunteers who deliver flyers on Wednesday and Thursday.

Thereafter, the food items and monetary donations are collected on the Saturday and Sunday of the week. Each week, a new neighbourhood is targeted. So far, our outreach is in Scarborough, with plans to expand to other areas of the GTA.

Given COVID-19 restrictions, we have:

- Reduced the frequency of canvassing
- Mandated a Face Mask Policy
- Adopted a Contact-free Pickup Policy

Since our inception in late 2020, we had one Fall Door-to-Door Food Drive in 2021. Going forward, we expect higher revenues from this program as COVID-19 restrictions begin to ease. This is due to the enhanced donor experience as volunteers begin to interact with donors face-to-face.



17,677
pounds sourced, valued at
\$46,313.74, enough to provide

15,436
meals, which serves

1,354
households



Food Rescue

Datta Food Manufactory Inc.

Datta Food Manufactory Inc. (DFM) has been serving contemporary Indian styles of food to its customers for over 20 years. Apart from delivering exceptional hospitality service to its many loyal diners, it takes pride in helping those who are in need of nutritious foods in its local community of Scarborough. RSFDF is fortunate to have DFM Inc. donate food to our clients.

Step 2: Datta Food Manufactory freezes and packages the food so that it is ready for pickup.

Step 1: RSFDF drops off styrofoam containers to DFM Inc.

Step 3: RSFDF volunteer drivers drop it off to our network of food banks.

Step 4: Food banks that received food delivery will distribute to those in need.



RISING SUN
FOOD DRIVE
FOUNDATION



8,744

pounds sourced, valued at
\$17,488, enough to provide



7,649

meals, which serves



671

households

Network

Food Donation Boxes

Food Donation Boxes (FDBs) is a program that supplements our Spring and Fall door-to-door collections during the winter months, December and January. It involves collaborating with organizations of various sizes like condo complexes, small businesses, schools and nursing homes.

The organizations act as hosts that display large boxes placed in designated areas for donors to donate their food items. Once full, the boxes are picked up by RSFDF drivers, packaged at the warehouse and delivered to our clients.

This program sufficiently supplements the periods in which we do not canvass door-to-door. The FDB program has potential for growth, given plans to increase our collaborations over the next years.



2,672
pounds sourced, valued at
\$7,000.64, enough to provide

2,337
meals, which serves

205
households

Connect

Community Food Drives

RSFDF has been fortunate to work with food drives hosted by elected officials. Food collected during the food drives is distributed to RSFDF. RSFDF supplies those donations of food across our network of food banks.



2,179
pounds sourced, valued at
\$5,708.98, enough to provide

1,904
meals, which serves

167
households

Fresh Food

Food Purchasing Program

Whereas the majority of our programs source non-perishable food items, RSFDF recognizes that fresh and nutritious food is fundamental to good health and well-being. Through our Food Purchasing Program, donor dollars allow us to purchase nutritious and high-priority food items from local wholesale distributors at a relatively low cost.

Purchased items are packages, weighed, and delivered to the food banks that we serve.

Going forward, with our 2022 – 2023 focus on resource development, we hope to significantly expand this program.



493

pounds sourced, valued at
\$239.50, enough to provide

433

meals, which serves

38

households



Proud Supporters

Rotary Club of North Scarborough

*GlobalMedic**

*KIND Snacks***

St. Margaret in-the-Pines Anglican Church

St. Margaret's Tamil Anglican Church

Mcjord Group

Royal Bank of Canada

Scarborough Retirement Residence

Upper Room Christian Ministries International

And countless individual and anonymous donors.

Thank You

*for your
contributions!*

**Food donations from qualified donees*

***Corporate food donations*

Our Clients

12

**Agincourt Community
Services Association (ACSA)**

Grace Place Food Bank

**Scarborough Centre for
Healthy Communities**

**Christ Church St. James
Anglican Church**

Indra Food Bank

Soso World Ministries

CICS Food Bank

Malvern Food Bank

Staff of Life Food Bank

Food Pantry at Morningside

**Native Child and
Family Services**

Tuxedo Court Food Bank

**Upper Room Christian
Ministries International**

**YMCA – Scarborough
Town Centre**

Our Team

RSFDF is entirely run by volunteers, and without their reliable support, it would not be possible to service our operations and administration. Each volunteer has their personal story for why they joined. Many are high school students preparing to be future leaders. Others are motivated members of the community. The constant factor is that we are all passionate about making a difference for our community and alleviating the world from poverty and hunger.



Our
203
volunteers clocked in



2,363
hours, including



193
hours on delivery.

Awards

RSFDF is proud to recognize its team members who have received a Certificate of Appreciation from the City Councillor, Cynthia Lai, Ward 23 Scarborough North:

Stephen Casselman

Jonathan Desouza

Daniel McHardy

Courtney Fisher

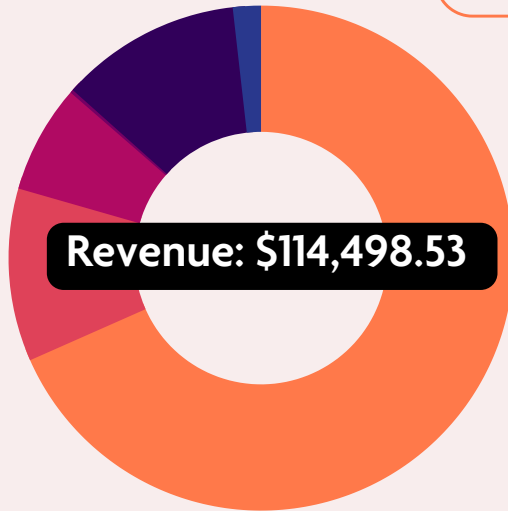
RSFDF is proud to have earned a Certification of Appreciation from:

**The City of Toronto Councillor,
Cynthia Lai
Ward 23 Scarborough North**

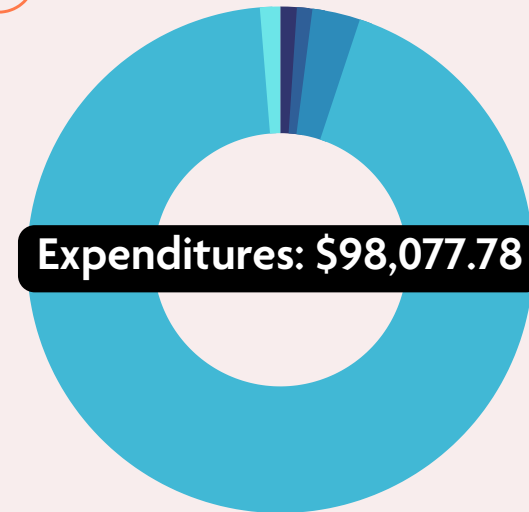
**The Government of Ontario, Member of Provincial Parliament,
Raymond Cho
Scarborough North**

**The Government of Canada, Member of Parliament,
Shaun Chen
Scarborough North**

Financial Overview



- Food donations from programs and community food drives – 68.4%
- Funds donations from qualified donees – 11.6%
- Food donations from qualified donees – 11.1%
- Corporate and personal funds donations – 6.9%
- Corporate food donations – 1.8%
- Advertising revenue – 0.2%



- Food donations to qualified donees – 93.6%
- Cash donations to qualified donees – 3.1%
- Charitable expenses, including for programs – 1.3%
- Fundraising program expenses – 1.0%
- Management and administration – 1.0%

- Door-to-Door Food Drive – 59.3%
- Food Rescue – 25.5%
- Food Purchasing – 13.4%
- Food Donation Boxes (FDBs) – 1.8%
- Community Food Drive – 0.0%

Direct program expenses: \$1,786.88

Notes & Methodologies

Food item poundage

Items for redistribution are weighed using an electronic scale and recorded to the nearest whole pound.



Food item valuation

Items purchased by RSFDF for redistribution are valued at the **price of purchase**. Items received by donation for redistribution are valued based on food item poundage. **Donated non-perishable food items, fresh food items and other supplies** are valued at **\$2.62 per pound** as per Food Banks Canada's food valuation as used in its audited financial statements for 2021. **Cooked food items donated by Datta Food Manufactory (DFM)** for the Food Rescue program are valued at **\$2.00 per pound** as agreed upon by DFM and RSFDF on July 15, 2021.

Number of households served

The number of households served is calculated using Agincourt Community Services Association (ACSA) Food Bank's impact formula for calculating the number of families served. The impact formula is as follows:



$$\begin{aligned} & \text{Food items procured} \\ & \div \text{Average amount of food items received per food bank visit} \\ & = \text{Number of families served} \end{aligned}$$

Calculations were completed using RSFDF food item poundage and 2019 aggregate ACSA client food distribution data by family size. ACSA Food Bank's client data is used to represent the food bank client demographics that RSFDF serves through its services to food banks, which are as follows:

40% of clients in families of 1–2 individuals, receiving 10 lbs per visit
40% of clients in families of 3–5 individuals, receiving 15 lbs per visit
20% of clients in families of 6+ individuals, receiving 20 lbs per visit

Number of meals

The number of meals is calculated based on the number of households served. The number of households served is multiplied by **3 meals per day** and multiplied by the average household size. The average household size is **3.8 individuals** according to 2019 aggregate ACSA client food distribution data.

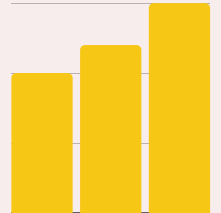


Notes & Methodologies

Adjusting data for future year-over-year comparisons

The RSFDF fiscal year runs from **March 1 to February 28**. As this Inaugural Report covers data from **June 20, 2020, to February 28, 2022**, it does not allow for accurate year-over-year comparisons with the future **Annual Report for 2022–2023**. The following data occurred during the fiscal year ended February 28, 2021, and should be subtracted from the aggregate data for year-over-year comparisons:

- Food Distribution: Food Rescue – 1,581 lbs, valued at \$3,162.00, equivalent to 121 households served, or 1,379 meals
- Expenditure: Food Rescue Program spending – \$96.67
- Expenditure: Administration – \$430.17
- Revenue: Funds donations from qualified donees – \$3,900.00
- Revenue: Funds donations from other sources – \$3666.01





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